E. C. No. 62

ESTIMATES COMMITTEE

1956-57

SIXTY-SIXTH REPORT

ACTION TAKEN BY GOVERNMENT ON THE RECOMMENDATIONS CONTAINED IN THE ELEVENTH REPORT OF THE ESTIMATES COMMITTEE

LOK SABHA SECRETARIAT
NEW DELHI
March, 1957.

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Shri S. L. Shakdher—*Joint Secretary.*
Shri A. R. Shirali—*Deputy Secretary.*
Shri C. S. Swaminathan—*Under Secretary.*

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*Resigned on 20th November, 1956.

†Died on 6th October, 1956.

‡Ceased to be a Member upon his election to Rajya Sabha on the 13th December, 1956.

INTRODUCTION

I, the Chairman of the Estimates Committee, having been authorised by the Committee present this Sixty-sixth Report on the Action taken by Government on the recommendations contained in the Committee's Eleventh Report on the Ministry of Information and Broadcasting.

2. The Eleventh Report of the Estimates Committee was presented to the House on the 29th September, 1954. The Government furnished their replies to the various portions of the Report on the 12th September, 1955, 10th October, 1955 and the 18th January, 1956. The replies were considered by the Sub-Committee of the Estimates Committee, 1955-56 during their sittings on the 20th October, 1955, 22nd May, 1956 and 31st May, 1956. Further replies received from Government have been included in this Report.

3. The Report has been divided into four Chapters:

I. Report.

II. Recommendations that have been accepted by the Government.

III. Replies of the Government that have been accepted by the Committee.

IV. Replies of the Government that have not been finally accepted by the Committee and are being pursued.

BALVANTRAY G. MEHTA,
Chairman,
Estimates Committee.

NEW DELHI;
The 28th March, 1957.

CHAPTER I

REPORT

In para 23 of the Report relating to the Films Division, the Committee had recommended that while selecting subjects for documentaries due consideration should be given to achievements in the fields of art and industry. Government replied that the main emphasis in the production of the Film Division had been on the promotion of national unity and culture and also incidentally mentioned that the Governments of Madras and West Bengal had been pressing for films with only their regional *locales*, on the ground that people in those regions did not like to see films with *locales* on the ground that people in these regions did not like to see film with *locales* of the other parts in India. The Committee feel that each documentary film should deal with different *locales* and not merely one regional *locale* so that it might be well received in all regions. They would also like to stress on the desirability of planned production of newsreels and documentaries with special accent on the efforts of the country in the direction of the fulfilment of the Five Year Plans.

2. In para 31 of the Report, the Committee had recommended that commercial accounting should be introduced in the Films Division without any further delay. The Government replied that there was no possibility of declaring the Films Division as a commercial department, the main reasons being that by its very nature it was impossible to make publicity and especially film publicity self-supporting and that the demands for publicity had to be met in realistic terms, lest foreign Government information services should step in with their offers of free publicity. Government also stated that a cost accounting system was to be introduced shortly and that a system would also be worked out for placing a notional value on non-commercial exhibitions. The Committee hope that this would be done early and do not therefore insist that the Division should be declared as a commercial department.

3. In paras 79 and 80 of the Report the Committee had observed that an annual loss of the order of Rs. 35,000 and Rs. 37,000 on the Ajkal (Hindi) and Ajkal (Urdu) respectively was not justified. They were of the view that these publications did not cater to the needs of external publicity and for internal publicity and that they were not really needed. They had therefore suggested that these publications should be closed down. Alternatively, the Committee had suggested that if Government felt that these journals should continue, they should be made self-supporting by having a common editorial staff for both journals. The reply of the Government showed that Government was not agreeable to closing down the journals for various reasons stated by them. They, however, stated that effort was being made to stimulate the sale of these journals by making them more attractive and useful and also by increasing their advertisement revenue. But the particulars since obtained by the Committee show that the annual loss on account of Ajkal (Hindi) has not appreciably diminished while that on Ajkal (Urdu) has increased. The Committee recommend that if the Government still consider it necessary to continue these journals, it should be ensured that the losses are effectively brought down and that the journals are made self-supporting to the extent possible.

CHAPTER II

RECOMMENDATIONS THAT HAVE BEEN ACCEPTED BY THE GOVERNMENT

S. No.*	Ref. to Para. No. of the Report.	Summary of Recommendations	Reply of the Government
1	2	3	4
		FILMS DIVISION, BOMBAY	
5	19	The procedure at present followed by the Ministry for the allotment of production of documentary films to the trade is both cumbrous and dilatory.	*Procedure for the Allotment of production of documentary Films*
6	20	A simplified procedure for the allotment of production of documentaries to the trade on the following lines may be adopted with suitable modifications regarding details. The production programme of the Films Division should be drawn up as at present by the Ministry in consultation with other Ministries of the Central Government and the State Governments. In the case of such of the items as have to be continued as a series, the programme may be drawn up for a period of more than one year up	The procedure of allotment of documentary films to private producers has been overhauled in respect of selection of producers and in respect of giving them a reasonable price. The Estimates Committee's suggestion in this regard has been accepted and an advertisement was issued inviting applications from producers for inclusion in an approved panel. The producers were asked to fill in a questionnaire giving details about their technical facilities and experience and a Committee consisting of Chairman, Central Board of Films Censors, Chief Producer (Documentaries), two prominent producers from film industry, Joint Director of Industries, Bombay and Officer on Special Duty who is Deputy Accountant General on deputation to the Ministry

to a maximum of three years. After the programme is drawn up, quotations may be called for from approved producers. Instead of constituting an *ad hoc* panel of producers every time, a list of approved producers may be maintained by the Ministry and this list may be revised periodically so as to include newcomers in the field and also to remove the names of those who have deteriorated in their standards or have gone out of business. From among the approved producers who have tendered quotations, the producer whose tender is lowest may be accepted provided that in cases where the lowest tender is not accepted, reasons therefore, are recorded in writing.

There should ordinarily be no objection to entrust more than one documentary to a producer at the same time provided that the producer is capable of producing more than one documentary simultaneously within the specified time without impairing the quality and if the cost of production would be lessened thereby, and further more if it is ensured that other equally competent producers are not deprived of the opportunity of producing the films.

of Information & Broadcasting scrutinised the applications and prepared an approved panel. Quotations have been invited from the producers in the approved panel in regard to the subjects earmarked for private producers in the programme of the Films Division for the current year. The panel is to be reviewed every year by a similar Committee in order to facilitate admission of new-comers and the weeding out of producers whose performances may have deteriorated.

(*Ministry of I. & B. O. M. No.* 20/24/54-*F. dated the* 18th *January*, 1956).

*Note :—Sl. No. indicates the Serial No. of the recommendations as given i the Appendix to the Eleventh Report.

1	2	3	4
		Films for Children:	
18	33	The Ministry of Information and Broadcasting should take up the production of suitable films for children. If necessary, the trade may also be approached in this connection.	A Children's Film Society has been registered under the Societies Registration Act for the production and distribution of special films for children. Grants for a three-year period in respect of three feature films and 4 short films have been announced by Government. The question of a larger provision for grants for production under the Second Five Year Plan is under consideration. Besides, it has been decided to produce a bi-monthly children's film magazine. It is also proposed to utilise the cartoon film unit which is being set up in the Films Division to produce short entertainment films for children. (*Ministry of I. & B. O. M. No. 20/24/54-F. dated the 18th January*, 1956).
		PRESS INFORMATION BUREAU	
21	48	There is no need for the Officer-in-charge of the regional office at Jullundur to be of the rank of Deputy Principal Information Officer. It would be sufficient if the office is placed under the control of an Information Officer. The post of D.P.I.O.	Accepted and Implemented. (*Ministry of I. & B. O. M. No. 3-64/55 IP dated the 10th October*, 1955).

		which is for the time being held in abeyance, should be abolished.	
27	59	Periodical sample surveys should be carried out to find out the extent to which newspapers utilise the services of the Bureau.	Steps are being taken to have quarterly sample surveys to ascertain the extent to which newspapers make use of the services provided by the Press Information Bureau. (*Ministry of I. & B.O.M. No. 3/64/55-IP dated the 10th October, 1955*).
29	62	If the Photographic Studios of the Publications Division and the Press Information Bureau could be located in the same building, there would be a considerable reduction in expenditure on equipment etc. and a saving of Rs. 39,000 per annum could be effected thereby. If the Advertising Consultant's Branch is shifted to Delhi there would be a saving of Rs. 25,000 per annum on Simla Allowances, hot and cold weather charges, travelling expenses from Simla to Delhi, trunk calls etc. A further reduction of Rs. 15,000 per annum could be effected by amalgamating the Art Section of the Publications Division with that of the Advertising Consultant's Branch on the latter moving to Delhi. Necessary accommodation should be provided to the Ministry of Information and Broadcasting for effecting these economies at an early date.	The recommendations of the Committee will be taken up for implementation as soon as the requisite accommodation becomes available. At present, the Estate Office has informed us that no additional accommodation would become available and it will not, therefore, be possible to shift the Publications Division and other units to a common location which is the pre-requisite for concentrating in one place the Photo Sections, Libraries etc., together. The only solution for this problem is to construct a building for all the three media units under this Ministry, *viz.*, the Publications Division, the Press Information Bureau and the Advertising Consultant's Branch (including Research and Reference Division). provision for such a building is in contemplation under the Second Five Year Plan. (*Ministry of I. & B. O. M. No. 3/64/55-IP dated the 10th October, 1955*).

1	2	3	4
		Further information required by the Committee.	
		The latest position may be ascertained from the ministry (regarding integration of studios, art sections, libraries etc.) (*L.S.S. O.M. No.* 3 (2)-*ECI*/56 *dated the 20th June*, 1956.)	As already stated the recommendation of the Committee has been accepted for implementation as soon as requisite accommodation to house the integrated units in one place become available. Provision has been made in the multi-storyed building which is under construction on Parliament Street for the location of a common library, Photo Studios, Art Sections etc. (*Ministry of I.&B. O.M. No.* 3/64/55-*IP. dated the 8th October*, 1956).
		PUBLICATIONS DIVISION	
32	74	With the exception of publications of a technical nature, the production of all Government publications should be concentrated in the Publications Division as a "Central Publishing House" of the Government. Ministries should cease to publish their own publications on non-technical matters.	This recommendation has been taken up for implementation and Ministries have been addressed for that purpose. (*Ministry of I.&B.O.M. No.*12/1/55-*Pub. dated the 12th September*, 1955.)
33	76	The Publications Division should review the cause for the fall in their income and should take steps urgently to augment their receipts.	The review suggested by the Committee has been made. Income for the year 1953-54 was Rs. 4,89,694 and for the year 1954-55 is Rs. 7,89,759 (provisional figure). It would, therefore, seem that not only has the downward trend noticed by the Committee from 1950-1953

			been halted but there has been a positive upward trend of a substantial character for the last two years, which it is hoped will be maintained in the ensuing year also. (*Ministry of I.&B. O. M. No.* 12/1/55-*Pub. dated the* 12*th September*, 1955).
41	89	All journals and pamphlets which are of a general nature and of a great educative, cultural and informative value should be distributed at concessional rates to libraries and educational institutions.	The Publications Division is already allowing a discount of 10% to educational institutions and libraries and steps have now been taken to ensure that they secure this concession in all cases even from booksellers who are the approved agents of the Division. It would not be feasible to raise this discount, as that would seriously affect the business given to the Division by such agents. (*Ministry of I.&B. O. M. No.*12/1/55-*Pub. dated the* 12*th September*, 1955.)
47	100	Every effort should be made to get as much commercial advertisement as possible. Advertisement should also be sought from the various Government Departments. Tender notices in the form of advertisements generally issued by the D.G., S.&D., Railways, P.&T. Department and Defenee Services may be obtained for journals.	A Space-selling Unit has now been constituted under the Advertising Consultant for seeuring advertisements for all the publications issued by the Ministry including the publications issued by the Publications Division. It is hoped that this unit will increase the advertisement revenue of the Division also. The unit will naturally endeavour to secure from Government Departments such advertisements as can be inserted in accordance with established commercial practice. (*Ministry of I.&B. O. M. No.* 12/1/55-*Pub. dated the* 12*th September*, 1955.)

1	2	3	4
57	III	All appointments to as many of the posts in the Division as are required to be filled in by persons with high technical qualifications should be made, even in the first instance, only through the U.P.S.C. and the advertisements for such posts should lay down the requisite qualifications for such candidates. A Board consisting of some of the senior officers of each wing of the Division should be created who should meet frequently for the purpose of deciding the action to be taken in important cases relating to administration or staff matters or to other work of a technical nature.	All editorial posts, excepting 3 Assistant Editors have been got approved by the U.P.S.C. Of these 3, selection for two is pending with the U.P.S.C. the last date for the receipt of applications having passed. The remaining one post is being temporarily held in the vacancy caused by the deputation of an officer to a post in another Ministry, which itself is pending the selection of the U.P.S.C. It would not always be feasible to recruit through the U.P.S.C., officers even in the first instance since selection through the U.P.S.C. necessarily takes time. However, instructions have been given to send requisitions to the U.P.S.C. immediately the post is created so that the gap between the initial appointment and the U.P.S.C.'s selection should be as narrow as possible. The Committee's recommendation for the constitution of a Board is being implemented. (*Ministry of I.&B. O. M. No.* 12/1/55-*Pub. dated the* 12*th September*, 1955.)
58	112	The issue of picture postcards, attractive illustrated folders, etc., should be undertaken. This may also prove to be a commercial proposition in the long run.	The recommendation of the Committee has been implemented in coordination with the activities of the Advertising Consultant in those matters which are intended for free pubilcity. (*Ministry of I. & B. O.M. No.* 12/1/55-*Pub. dated the* 12*th September*, 1955.)

54	113	Periodical conferences between the officers of the Centre and the States engaged in publicity work should be held to work out a coordinated programme for publicity throughout the country. The Centre can guide the States in the matter of rural publicity of the various units. Suitable arrangements should be made to exchange articles appearing in the publications of the Centre and the States. This will achieve considerable saving in expenditure which is otherwise incurred on account of different articles being written on the same subject in different publications.	Details of co-ordination between the Centre and the States were worked out in the Conference of Directors of Publicity and Information Ministers held in January last and a review of the co-ordinated activities will be made at the periodic conferences of Directors of Publicity. (*Ministry of I. & B. O.M.* No. 12/1/55-*Pub. dated the* 12*th September*, 1955.)

CHAPTER III

REPLIES OF THE GOVERNMENT THAT HAVE BEEN ACCEPTED BY THE COMMITTEE

Sl. No. *	Ref. to para No. of the Report	Summary of Recommendations	Reply of the Government
1	2	3	4
		FILMS DIVISION, BOMBAY	
			S. Nos. 2, 3 & 4.
2	15	A portion of the production of the documentaries may be progressively entrusted to the trade. To the extent the work is taken up by various private producers, there should be a proportionate reduction in the expenditure of Government.	The Committee have recommended that a portion of the production of the documentaries should be progressively entrusted to the trade. This was already the accepted policy. Last year 24 films out of a total of 86 have been entrusted to the trade. It is proposed to entrust this year 37 films to the trade out of a total of 101 new subjects.

3	16	In order that private producers may be induced to take up the production of documentaries, better terms should be offered to them and they should be provided with requisite facilities in the initial stage.
4	18	Viewed against the written testimony of two well known producers, the statement of the Ministry that the production of documentaries by trade is not feasible is not convincing. Effective steps may now be taken to induce the trade to take to this line of activity.

2. It must, however, be explained that production by private producers has its own difficulties. It is not feasible to maintain that kind of day to day guidance for their productions which is easy in the case of production by the Films Division, and the result often is that the production is found unsatisfactory at a stage when it becomes very expensive to make appropriate changes and the production also gets delayed. It is, however, proposed to evolve some arrangements for supervision and guidance especially through the Deputy Chief Producer. In addition to entrusting a part of the Films Division production to private producers, it has also been made possible now for any private producer to produce a documentary on any subject and to present it for approval before the Film Advisory Board, a body of independent non-officials representative of the several interests connected with education, art, journalism and film industry. A film so approved becomes eligible for inclusion in the category of "approved" films for compulsory exhibition and, subject to budget provision, the Films Division is prepared to buy such a film at rates fixed by a pricing committee which has been set up for the purpose and which ensures that a reasonable price is given to the producer. It is hoped that by these methods private producers will be associated with the production of documentary films as much as possible and will be encouraged to undertake production on their own initiative.

(Ministry of. I. & B. O.M. No. 20/24/54-F. dated the 18th January, 1956.)

* Note :—Sl. No. indicates the Serial No. of the recommendations as given in the Appendix to the Eleventh Report.

1	2	3	4
8	22	A concentrated effort should be made to tone up the quality of the documentaries so that due recognition is received not only in this country but also in foreign countries. It is desirable that subjects truly representative of the culture and progress of the country are chosen. An Advisory Board consisting of non-officials may be set up which should meet once a year and select subjects for documentaries.	*Quality Production :* The procedure for settling subjects of production has been revised in the light of the Committee's recommendation and also the representations made by several State Governments. The following procedure was adopted this year; suggestions were invited from all State Governments; also from all film organisations and leading documentary producers. Suggestions were similarly invited from the Ministries of the Government of India. The Film Advisory Board which is in effect an advisory board of non-officials representative of all the interests connected with documentary production was also invited to give its suggestions. All these together with the suggestions made by the Ministry of Information and Broadcasting were discussed in the inter-departmental Committee and the list was finalised In view of the necessity of giving due representation not only to various categories of subjects but also to the topics connected with various States, it is submitted that this procedure is more comprehensive and useful and gives greater satisfaction to all interests involved than would be possible if reliance were placed exclusively on the suggestions made by an Advisory Board consisting of non-officials. (*Ministry of I. & B. O.M. No. 20/24/54-F. dated the 18th January*, 1956).

13	28	Increasing efforts should be made to cut down wastage in all stages of production and the efficiency of the cameramen should be judged not only by the quality of work executed but also by the extent of raw films utilised.	The footage of raw film consumed by the documentary as well as newsreel cameramen in respect of each documentary and each newsreel is reviewed in the Films Division, in order to see that there has been no wastage. No rigid ratio can, however, be prescribed without affecting the publicity value and the quality of the films, since the footage necessary will vary in accordance with the requirements of the subject and the circumstance of the location In judging the abilities of the Cameramen the percentage of unsatisfactory shots is kept in view as a relevant consideration. (*Ministry of I. & B. O.M. No. 20/24/54-F dated the 18th January*, 1956).
14	29	In view of the recommendation that the possibility should be explored for providing greater opportunities to the private trade for the production of documentaries and for obtaining greater cooperation of the States, progressive reduction in the Staff and economy should be possible.	*Reduction in Staff* : As explained in paragraph 10(ii) against S.No.1(Chapter IV) the total saving in expenditure by entrusting film production to private producers is expected to be of the order of a lakh of rupees on the basis of about Rs. 3 to 4 per foot in respect of 25 films. Against this saving, there will be some expenditure on supervision of the private productions by the Films Division to ensure quality and prompt execution of work. The increased allotment to private producers has been made out of the additional films undertaken. The number to be produced by the Films Division's own units has not been reduced. On the other hand, as explained in paragraph 10(i) against S. No. 1, Chapter IV more films have been assigned to the Films Division's unit. The question of retrenchment of staff does not, therefore, arise. (*Ministry of I. & B. O. M. No. 20/24/54-F dated the 18th January*, 1956).

1	2	3	4
16	31	The question of commercial accounting in the Films Division has been dealt with perfunctorily by the Ministry of Information and Broadcasting. The Committee disapprove of the manner in which the accounts of the Division are maintained and the sanctioned posts of Accountants are kept unfilled. Commerical accounting should be introduced in the Films Division without any further delay.	*Commercial Accounting.* In the circumstances explained in paragraphs 1-12 (*Vide* S. No. 1, Chapter IV) there is no possibility of declaring the Films Division as a commercial department in the near future and consequently the question of maintaining accounts on commercial lines with balance sheet showing profit and loss would not be feasible. A Cost Accounting System, is however, being introduced shortly and the registers etc., maintained under that system may be utilised for obtaining data when necessary, regarding cost of production etc. A system will also be worked out for placing a notional value on non-commercial exhibitions so as to have a comprehensive idea of the total value of services rendered by the Films Division. (*Ministry of I. & B. O.M. No. 20/24/54-F dated the 18th January, 1956.*
		PRESS INFORMATION BUREAU	
22	53	It is suggested that both as a matter of economy and in the interests of efficiency, the question whether the external publicity work may be carried on by the same Organisation that is concerned with the general publicity matters may be examined in all its aspects.	The matter was raised in Parliament (Question No. 1429 put by Shri Morarka) to which the Prime Minister replied as under on 24th March, 1955 :— "External publicity has had a chequered career since its early beginning on 1941. It has been attached from time to time to the Home Department, the Information & Broadcasting Department and since

1948 the Ministry of External Affairs. In 1949 the Economy Committee of the Government suggested that External publicity should be located in the Ministry of Information & Broadcasting. This was, however, not accepted as it was thought that the requirements of External publicity, were different from those of internal Publicity and required constant touch with the Ministry of External Affairs.

This is still the view of Government, though the question of improving External Publicity as well as economising on it and bringing about the closest coordination with the Press Information Bureau is constantly being examined."

(*Ministry of I. & B. O.M. No.* 3/64/55-*IP dated the* 10*th October*, 1955).

[*Further information required by the Committee*]

The Ministry may be requested to intimate what steps have since been taken to bring about the necessary coordination between External Publicity Division and the Press Information Bureau as well as to increase the efficiency of both.

(*L.S.S.O.M. No.* 3(2)-*ECI*/56 *dated the* 20*th June*, 1956).

Close liaison exists between the Press Information Bureau and the External Publicity Division of the Ministry of External Affairs. In order to ensure maximum possible coordination, the officers of the two organisations meet frequently.

(*Ministry of I. & B. O.M. No.* 3/64/55-*I*(*A*) *dated the* 8*th October*, 1956).

1	2	3	4
23	54	Coordination between the various Organisations of the States and Centre engaged in publicity work is essential so that duplication in the matters may be avoided and there may be earlier publicity by the Centre for the activities of the State Governments.	*Serial Nos.* 23 & 24: The Committee's observations in regard to coordination between various organisations of the States and the Centre for publicity work will be implemented to the extent possible. Some coordination has already been introduced in respect of foreign and other correspondents accredited to the Government of India, whose visits to State projects and development activities in the State are arranged in consultation with State Information Directorate. Similarly, material issued by State Governments is scrutinised in the Press Information Bureau with a view to further use of the material by foreign correspondents and other channels of publicity. In the opposite direction, material issued by the Press Information Bureau is made available to State Governments for use in State Governments' journals and for such other official purposes as may be convenient. The rendering into regional languages, through State Directorates of Information of the entire publicity service supplied by the Press Information Bureau is, however, a matter involving the desire and capacity of the State Governments to undertake this work, in addition to undertaking rendering into regional language of the State Government's own publicity material. Since newspaper editors correspond direct with the Press Information Bureau on matters of interest to them on Government of India activities, it is generally regarded by them as the responsibility of the Government

			of India that material should be provided to them in the languages of the newspapers wherein published. However the need for greater coordination to the extent possible in publicity activities is one of the main approaches to State Governments at the periodic conferences of State Ministers of Information and State Directors of Information and more recently it has been decided that in respect of Information Centres to be opened at State capitals there should be two alternatives. Wherever a State Government was prepared to run an Information Centre at the capital, the Ministry of Information and Broadcasting would work out a pattern and discuss with the State Government concerned the question of the State Government running such a centre under the general supervision of the Ministry on the basis of sharing the cost 50 : 50. Where a State Government was not prepared to run such a centre the Ministry of Information and Broadcasting was to run it on the lines already recommended. (*Ministry of I. & B. O.M. No. 3/64/55-IP dated the 10th October, 1955*).
24	55	With closer contact between the two, and with effective arrangements by the Press Information Bureau for receiving publicity material relating to States in the regional offices and conveying them to their headquarters through teleprinter and such other speedy methods, it should be possible to give sufficient and timely importance to the activities of State Governments through the internal publicity of the Press	*Please see* S. No. 23.

1	2	3	4
		Information Bureau. Considerable publicity to the Centre's activities should also be given through the Publicity Departments of the States. With such an arrangement whereby the Centre's publicity in the regional areas is taken over by the States, the difficulties experienced by the Bureau in issuing their material in the regional languages could be considerably overcome.	
25	57	It should not be difficult for the newspapers to supply free copies of their issues to the Press Information Bureau as a return for the various services rendered to them by the Bureau, and to this extent there should be some reduction in expenditure.	The implementation of this recommendation involves acceptance of this proposal by the newspapers as well. Since the Press Information Bureau require more than one copy of each newspaper for record and for taking out cuttings, it is feared that the requisite number of copies may not be supplied free of charge by newspapers. However, in connection with the opening of an Information Centre at Delhi, it is proposed to ask all daily newspapers to supply a copy free of charge for the Information Centre. (*Ministry of I. & B. O.M. No. 3/64/55-IP dated the 10th October*, 1955).
28	60	Before reviving the Journals "Indian Information" (English) Bharatiya Samachar (Hindi) and "Markazi Ittelaat" (Urdu) the possibility of utilising the existing Journals (brought out by the Publications	The following journals are brought out by the Publications Division :— Ajkal (Hindi) — Monthly Ajkal (Urdu) — " Bal Bharati — "

Division) for the same purposes by the addition of suitable appendices containing authentic versions of policy statements, should be examined.

Kurukshetra	"
Social Welfare	"
March of India	"
Kashmir	"
Bhagirath	"

Our proposal is to revive the 'Indian Information and Bharitya Samachar'. It is not proposed to revive 'Markazi Ittelaat.'

The only journal brought out by the Publications Division in which reference material having a bearing on the policies and activities of the Central Govenment could be included are 'Ajkal' (Hindi) and 'March of India'.

'Ajkal' (Hindi) is intended primarily for the spread of the culture of the nation through Hindi, which is the national language, and with that end in view, the contents of the journal have recently been reorganised under the guidance of a representative Editorial Board. While the "Indian Information" and the "Bharatiya Samachar" are meant to serve as reference records for background purpose for use by editors, correspondents, columnists, research scholars etc. the purpose of "Ajkal" is quite different. This magazine therefore would not be able to serve as a reference and record medium.

The "March of India" is intended to project the various aspects of India's national life to foreign countries. This magazine cannot, therefore, carry detailed reportage of the activities of the Government of India.

1	2	3	4
			As the present Publications Division's magazines cannot serve the purpose of the "Indian Information" and "Bharatiya Samachar" it would be necessary to revive the two magazines. (*Ministry of I. & B. O.M. No. 3/64/55-IP dated the 10th October, 1955*).
30	63	(i) There is no need for such a large number of Clerks, Assistants, etc. in the Bureau which is mainly concerned with publicity matters which are essentially of a technical nature. A review of the staff position in the technical section of the Bureau should be made and economy effected wherever possible.	The ministerial strength of the Press Information Bureau has to be examined shortly by the Economy Committee appointed by the Government of India. (*Ministry of I. & B. O.M. No. 3/64/55-IP dated the 10th October, 1955*). The Bureau's ministerial strength has not yet been examined by the Special Reorganisation unit. It may, however, be mentioned that recently the Principal Information Officer undertook a review of two technical sections, namely, Newspaper and Analysis Section and the Photo Publicity Section. As a result of the review these Sections were reorganised into technical units. The administrative work done in these sections was transferred to other Sections and thereby it was possible to withdraw the following ministerial staff from these two Sections— Section Officers (Grade III) 2 Assistants 10 Lower Division Clerks 5

	The Special Reorganisation Unit of the Ministries of Finance and Home Affairs have intimated that they will take up the review of this Ministry and its Attached and Subordinate Offices shortly. It is proposed to request them to give priority to the examination of the staff position of the Bureau. (*Ministry of I. & B. O.M. No.* 3/64/55-*I*(*A*) *dated the* 8*th October*, 1956).
(ii) The two posts of Reporters which are on the scale of Rs. 450-25-500-30-710 could be replaced by those of Stenographers on the grade of Rs. 80-220.	The qualification prescribed for a stenographer in the grade of Rs. 80-220 is a speed of 100 words a minute. The qualification prescribed for a Reporter is a speed of 180 words a minute. The Press Information Bureau is often required to arrange for the release of extempore speeches of Prime Minister and other Ministers or visiting statesmen at functions of national and international importance. Where such speeches are made spontaneously without much advance notice, it is not possible to arrange for regular Reporters with the assistance of Parliament Secretariat. Apart from the fact that Parliament is now in session for nearly nine months in a year and during off-session, Reporters in both Houses are engaged on Committees and other work. It was as a result of the difficulties encountered in arranging for suitable reporting on such public occasions that two posts of Reporters were sanctioned in the Press Information Bureau four years ago in replacement of two posts of Stenographers. Having regard to the difficulties explained above, it would appear to be necessary to continue the posts of Reporters. (*Ministry of I.&B. O.M. No.* 3/64/55-*IP dated the* 10*th October*, 1955)

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		[*Further information required by the Committee.*] *The Ministry may be asked to submit a note showing the number of public occasions on which speeches were recorded by the two Reporters together with the no. of hours involved during the last three years. The Ministry may also state the nature of the work on which the Reporters were engaged during the rest of the time when they were not employed in recording such speeches.* (*L.S.S. O.M. No.* 3(2)-*ECI dated the* 20*th June*, 1956).	The Reporters in the Press Information Bureau are not utilised for recording speeches on public occasions except at official banquets referred to later in this para. The Reporters are utilised for taking down verbatim record of questions and answers at Press Conferences addressed by Ministers wherever it is felt that a verbatim text would be useful for purposes of reference and record by correspondents on important policy matters, e.g., Press Conferences addressed by Prime Minister, Finance Minister, Commerce Minister. The services of the Reporters are also required for taking down extempore speeches which may be delivered at official banquets given by the Prime Minister to high dignitaries at Rashtrapati Bhawan. With Parliament in session for seven to eight months a year and sessions of Parliamentary Committees at other times, it has not been possible to draw upon the good offices of the Lok Sabha or the Rajya Sabha Secretariat for reporting assistance in view of the pressure of Parliamentary work and the difficulty of making available Reporters from Parliament's pool at short notice and for the length of time required for taking down and providing the necessary transcriptions immediately thereafter. As a public relations organisation, it is necessary to have provision in the Bureau for all kinds of such immediate occasions in the interest of speed and accuracy in reporting important pronouncements.

			When not engaged on such high speed reporting duties, the Reporters are attached in the Bureau and two posts of Stenographers had been surrendered in lieu of these two posts of Reporters. About 70 Press Conferences, banquets, etc., were held in Delhi during the last three years in which Reporters were engaged. (*Ministry of I. & B. O.M. No. 3/64/55-I(A) dated the 8th October, 1956*).
		PUBLICATIONS	DIVISION
36	82	Efforts should be made to minimise the loss of the 'March of India'. A decision should be taken soon by Government on the proposal to utilise good quality paper instead of art paper for the journal. The set-up of the journal should be as equally attractive as its contents. Art paper should be used for photographs and other illustrations while for printing matter good quality paper should suffice. The editorial staff should address themselves to the task of preparing proper kinds of articles for foreign consumption. Efforts should also be made for pushing up the sale of the publications.	*S. Nos.* 36—38. The re-organisation of 'March of India' on a more satisfactory commercial basis has already been undertaken. To begin with, from January 1955 the journal has been converted into a monthly, priced at Rs. 1/4/- and there are indications in the first quarter of increase of sales by this change which would lead us to expect that there will be a substantial increase in the number of copies sold. Without lowering its standard, the journal is being printed on Indian art paper which has resulted in a saving of about Rs. 1,000/- mensem. As part of the general plan, larger advertisement revenue will be secured also for this journal.
37	84	Articles which truly portray the socio-cultural life of the community and which would enhance the prestige of the country abroad should find a place in the journal. There should be a more coordinated and rationalised policy in selecting such articles for publication.	The general recommendations made by the Committee regarding the functioning of the editorial staff and the articles in this journal are borne in mind. In fact, articles of the kind the Committee has in view are already being written. (*Ministry of I. & B. O.M. No. 12/1/55.-Pub. dated the 12th September, 1955*).

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38	85	The journal should among other topics devote its attention to such subjects as art, sculpture, archaeology, painting, social, economic and cultural movements public men of India, achievements of the Republic of India in the various spheres and general topics including those of the States.	[*Further information required by the Committee*] Efforts are being made to push up the sale and increase the advertisement revenue of " March of India " in order to reduce the loss. With a view to popularising this magazine inside the country, the Publications Division's sales representatives have been undertaking tours throughout the country for establishing personal contact with public institutions and the trade etc. As a result of this the print order of " March of India" has risen from 4,500 copies in March, 1955 to 6,600 copies in March 1956. The advertisement revenue during the year 1955-56 also amounts to Rs. 14,248 as against Rs. 6,123 during 1952-53. *The Ministry may intimate the present position in respect of implementation of the recommendations.* (*L.S.S. O.M. No. 3-ECI/55 dated the 7th December*, 1955). With a view to economising on the cost of production, the journal is being printed on Indian art paper which

			has resulted in a saving of about Rs. 1,000 per month. However, it is not possible to use different kind of paper for the text as illustrations and photographs are interspersed with the reading matter.	
			As regards articles, as already stated the recommendations of the Estimates Committee are being followed. A note from the Editor " March of India " in this connection is enclosed (Appendix I).	
			(*Ministry of I. & B. O.M. No. 12/1/55-Pub. dated the 2nd July*, 1956).	
40	87	There is further scope for improving the quality and contents of the pamphlets. They can be written in a better style and their presentation made more attractive. For this purpose, articles should be invited from the eminent authors and experts in the fields of science, literature, history, economics, education and social affairs, which would infuse high ideologies in the people. In order to attract talents in the country for such articles a prize system somewhat on the lines of the A. I. R. prizes may be instituted.	The Publications Division has in the past secured the services of eminent authors and experts as writers not only for pamphlets but for other publications also. Recently, a series of pamphlets has been planned under the general title " Basic pamphlets " which will be got written exclusively by eminent authors and experts.	25
			It is felt that a system of prizes, though useful for attracting new talent, is not suitable for enlisting the services of distinguished established writers.	
			(*Ministry of I. & B. O.M. No. 12/1/55-Pub. dated the 12th September*, 1955).	

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		[*Further information required by the Committee.*] *The names of the eminent authors and experts who have written for the "Basic Pamphlets" may be called for.* (*L.S.S. O.M. No. 3-ECI/55 dated the 7th December*, 1955).	The names of the authors of the basic pamphlets are given below :— 1. Gram Dharma — Acharya Vinoba Bhave 2. Sanitation — Dr. Barlingay 3. Gautam Buddha — Dr. Radhakrishnan 4. National Flag — Shri Kaka Saheb Kalelkar 5. National Anthem — Do. 6. Untouchability — Do. 7. Indian Music — Dr. Sumati Mutatkar. 8. Indian Constitution — (not yet assigned) 9. Planned Society — Shri Shriman Narayan. Nos. 4—9 above have been planned but have not been produced. (*Ministry of I. & B. O. M. No. 12/1/55-Pub. dated the 2nd July*, 1956).

42	90	The number of copies of journals and pamphlets printed should be approximate to the demand for them ands hould not be far in excess of actual requirements.	All the relevant figures of production, sale and distribution of journals and pamphlets in respect of the years 1950-51 to 1953-54 have now been carefully reviewed. This review discloses that there has not been considerable over-publication in respect of journals. The stocks left over have steadily fallen from 7 per cent. in the year 1950-51 to about 5·7 per cent. in the year 1953-54. Publishing practice permits a stock of about 5 per cent. which incidentally is needed also for giving back numbers, keeping bound volumes etc. On this account therefore, there has not been any monetary loss on recognised business principles. The print order for pamphlets and publications can be classified into three groups— (*i*) Where the print order is given by the Ministry itself upon requirements which they have calculated; (*ii*) Where the print order is based upon the estimates of market sale by the Publications Division ; and (*iii*) Where the print order has to be of a certain minimum number as in the case of Five Year Plan publications if the publications are to be of any publicity value of all. The same uniform standard of stocks cannot apply to publications of all three kinds. Here too a review has been made and it has been found that the majority of publications get sold in due course of time. Established

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contd.	42	90	business usage permits stock of about 20 per cent. It is only in some instances that this limit has been exceeded and stocks may have piled upto 40 per cent. These include instances where the print order was given by the sponsoring Ministry or in certain instances of Five Year Plan publications in regional languages. Every effort is being made to dispose of these stocks by an intensified drive for sale and distribution, especially in respect of Five Year Plan publications. It is submitted that there has not been monetary loss of the order of several thousands of rupees per annum. (*Ministry of I. & B. O.M. No. 12/1/55-Pub. dated 12th September,* 1955).
	43	91	The printing work of the Publications Division should be given priority and if this is not possible, the Press unit taken away from the Publications Division should be re-transferred to them. If the Press unit is replaced under the Publications Division it should also cater to the printing needs of the Press Information Bureau, All India Radio, Research and Reference Division, and other units of the Ministry of Information and Broadcasting.	It was arranged last year that the Press unit should as far as practicable be exclusively devoted to work of the Publications Division. That has been progressively achieved and now, excepting for certain unfinished work of the C. S. & I. R., which is also expected to be finished soon, about 85 per cent. of the capacity of the Press is used by the Publications Division. The present Press Unit is placed at the disposal of the Ministry as a whole, subject to its capacity. Nevertheless, the entire capacity of the Press Unit would not be adequate for the needs of the Division. The Unit which has been earmarked for the Division at Faridabad has not yet gone into operation. It is expected that with that

			unit there will be a cent per cent increase in the capacity. Till then recourse to private printing presses is inevitable. (*Ministry of I. & B. O.M. No.* 12/1/55-*Pub., dated the* 12*th September*, 1955).
44	99	The maintenance of a separate Photo Section in the Publications Division when there already exists a similar organisation in the Press Information Bureau entails duplication, overlapping, employment of extra staff and maintenance of extra studios, equipment etc. which can be avoided in a single organisation. The two Photo Sections should be amalgamated thereby saving Rs. 39,000 per annum.	*Sl. Nos.* 44, 51 *and* 52 : The recommendations of the Committee will be taken up for implementation as soon as the requisite accommodation becomes available. At present Estate Office has informed us that no additional accommodation would become available and it will not, therefore, be possible to shift the Publications Division and other units to a common location which is the pre-requisite for concentrating in one place the Photo Sections, Libraries, etc. together. The only solution for this problem is to construct a building for all the three media units under this Ministry, *viz.*, the Publications Division, the Press Information Bureau and the Advertising Consultants Branch (including Research and Reference Division). Provision for such a building is in contemplation under the next Five Year Plan. (*Ministry of I. & B. O.M. No.* 12/1/55-*Pub., dated the* 12*th September*, 1955).
46	99	At exhibitions separate stalls have been installed both by the Publications Division and by other Government Departments for their respective publications. There should be only one common stall in such cases instead of separate ones.	Stalls at Exhibitions are now being arranged as part of the exhibitions for all the units of the Ministry. It would not be feasible to co-ordinate the Publications Division's stalls with the stalls of the Publications by all other Ministries, which are of a specialised character and which are included in their own individual exhibition stall for other purposes.

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Contd	46	99	
		There is no need for a separate sales stall of the Publications Division in Parliament House. The sale of Publications of the Division in Parliament House may be entrusted to the Sales Section of the Lok Sabha Secretariat and the results watched.	The Sales Section of the Lok Sabha Secretariat has been entrusted with the sale of the publications of the Division. (*Ministry of I. & B. O.M. No. 12/1/55-Pub., dated the 12th September*, 1955).
51	105	The Research and Reference Division, the Publications Division and the Press Information Bureau should be amalgamated to form a single organisation under a common head who should administer this organisation in three wings, one catering to the Press Information Bureau, another to the Publications Division, and the third looking after the Research and Reference requirements of the other two wings. Consequently there would be a single Photographic Section and a single Library. Considerable economy in the staff could be effected thereby.	*Please see* S. No. 44.
52	106	Alternatively, the Divisions may continue as separate entities but the common service units such as the Photo Section, the Libraries etc. should be amalgamated and the same unit should serve the requirements of the various Divisions.	*Please see* S. No. 44.

56	110	The two posts of Reference Assistants and the post of Library Assistant should be abolished. (Minus 2 Reference Assistants and one Library Assistant). [*Further information required by the Committee*].	The same procedure as above (*vide* Serial No. 55 Ch. IV) is being adopted in the case of Library staff. [*Ministry of I. & B. O.M. No. 12/1/55-Pub., dated the 12th September*, 1955).			
		The Ministry may state the criteria adopted for fixing the strength for the Library. We may also obtain from the Ministry of Education separately, the following information :	(*i*) Number of books	*Central Secretariat Library* 115,716	*National Library, Calcutta* 804,450 (approx. as on the 15th Oct. 1955.)	
		(*i*) *Number of books in the Central Secretariat Library and in the National Library, Calcutta.* (*ii*) *Number of Members of each.* (*iii*) *Number of people who used books within the Library for the years* 1953-54 and 1954-55. (*iv*) *Staff sanctioned category-wise as on the 1st April*, 1954 *and the criteria if any, adopted in this connection.*	(*ii*) Number of Members	6,090- Apart from enrolled members all the Ministries, Subordinate and Attached Offices International Organisations and Embassies are also permitted to borrow books	73,03 as on the 15th October, 1955.	

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		(v) *Number of references made by the users of the Library to the Reference Assistants.* (*L. S. S. O.M. No. 3-LC I/55, dated 7-12-55*).	and publications for official use.	
		(iii) Number of people whoused books within the library.	81,000 during 1954-55	67,204 in 1953-54 1,15,988 in 1954-55.
		(iv) Staff sanctioned category-wise as on 1st April 1954 and the criteria if any adoptedin this connection.	(i) *On 1st April* 1954 (a) Librarian 1 (b) Librarian Grade II 5 (c) Librarian Gr. III 4 (d) Clerks 4 (e) Attendants 8 (f) Peons 2 (g) Farashes 2	Details given in the statement enclosed (Appendix II).
			(ii) *On 1st April* 1955 In April 1955 one post of Librarian Grade II sanctioned for exchange of books with U. S. A. was converted in Grade III and a new post of Librarian Grade	

	II for loans and enquiries Department was sanctioned. The work at the loan and enquiries was very much increased due to liberalised rules relating to the borrowing of books. The strength of staff was the same as on 1-4-54.	
(v) Number of references made by the users of the Library to the Reference Assistant.	(5) Records furnishing pertinent statistics for the years 1953-54 and 1954-55 are not available. However, statistics are maintained rather accurately for the current year. It may be estimated from these figures, allowing for the rapid increase recently, that approximately 5,000 Reference questions	(5) 603. It may also be stated in this connection that besides these, it is the normal daily routine of the Reference Deptt. to attend to hundreds of visitors and to supply them frequently with various information and lists on special topics verbally which are not

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		(Quick and Research) were asked in each of the two years.	obtainable through catalogues. Bibliographical references are also supplied. Such references numbered 32 during the year 1954-55 which contained 2,555 entries in all.

(*Ministry of Education O. M. No. F-5-2/55-7, dated the 7th January*, 1956 *and the 20th, April* 1956).

The criteria for fixing the strength of staff required for running a library are actually the amount of work and the number of books handled by the Library. The Publications Division Library is, however, not merely a lending library and as such the number of books which is at present about 11,000 is hardly the criterion in assessing the volume of work involved and the staff required for it. Besides the normal functions, Director, Publications Division's Library has also to serve the purpose of information which is drawn upon by the editorial staff for their work. Taking into consideration the number of books in the library and its special responsibilities for catering to the requirements of editorial staff, the library cannot be said to be overstaffed. In this connection,

reference may be made to the number of volumes and the staff of some other libraries attached to the Government of India's offices at Delhi as below :—

Name of Ministry	No. of books	Technical Staff
Finance	about 7,000	Two—One of which is in the scale of 275—800.
Planning	about 14,000	Five—One of which is in the scale of 275—800.
Labour	about 20,000	Five—One of which is in the scale of Rs. 275—800.

As against the above strength of the Publications Division's Library is only one Library Assistant (incharge), one Library Assistant and one Lower Division Clerk. An extract from Shri P. V. R. Rao's report pertaining to the staff employed in the Library is enclosed (Appendix III). It will be observed that he considers the present strength of the Library to be the minimum required.

Regarding the Reference Assistants, Shri P. V. R. Rao has stated that as pointed out by the Estimates Committee in para 110 of their 11th Report, the Reference Assistants are actually employed in the Editorial Section and not in the Library Section. The question whether the posts of Reference Assistants should be abolished or not will be considered along with the final recommendations of

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			Shri Rao regarding the strength of the Editorial Section. It may be mentioned that when the new building under construction for this Ministry on Parliament Street is completed it is proposed to continue the individual libraries now existing with the media units into a Central Library for the entire Ministry and steps will be taken to reorganise the staff in the light of actual requirements. (*Ministry of I. & B. O.M. No. 12/1/55-Pub., dated the 2nd July,* 1956).

CHAPTER IV

REPLIES OF THE GOVERNMENT THAT HAVE NOT BEEN FINALLY ACCEPTED BY THE COMMITTEE AND ARE BEING PURSUED

*Sl. No.	Ref. to para No. of the Report	Summary of Recommendations	Reply of the Government	Comments of the Committee
1	2	3	4	5
			FILMS DIVISION, BOMBAY	
1	11	The Films Division should be organised on a commercial basis and as far as possible made selfsupporting.	*Question of self-sufficiency* In paragraph 11 of their Report the Estimates Committee have expressed the opinion that the Films Division should be organised on a commercial basis and as far as possible be made self-supporting. In paragraph 12 the Committee even envisages that with reduction in expenditure, the	From the details furnished, it would appear that there is not much scope for augmenting the income or reducing the expenditure. The Ministry have brought out two important points namely, (a) that in no other country in the world publicity through films is organised on a self-supporting basis and (2) that if the demands for

*Sl. No. indicates the Serial number of the recommendations as given in the Appendix to the Eleventh Report.

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			Films Division can be a source of revenue to Government. (2) The aim of self-sufficiency has been considered by the Cabinet. Although in 1951 the Cabinet directed that within a period of three years, the Films Division should become fully self-supporting, in the year 1953 after review of the position as it then stood, the Cabinet modified its decision and laid down that "self-sufficiency should not be regarded as a rigid condition for the continuance of the Films Division but should be kept in view by the Ministry as a desirable aim". 3. By its very nature, it is impossible to make publicity and specially film publicity self-supporting. The prospects of self-sufficiency are examined below from the point of view of income and expenditure respectively.	films are not met on realistic terms, foreign Government information service will step in with offers of free film publicity In the circumstances, the recomendation regarding self-sufficiency is not pursued. Regarding commercial basis see S.No. 16 (Chapter III) It has, however, been agtated in para 10 (ii) of the Ministry's reply that films produced by private producers cost Rs. 3 or Rs. 4 per foot less. This statement is slightly at variance with the evidence tendered before the Committee by the Head of the Films Division on the 11th November, 1953 that the decumentaries enrusted to private trade were cheaper, because they dealt with simple subjects. The Ministry have been requested to furnish an analysis showing the cost of production of a standard documentary by the Films Division as compared to the cost of production of a similar documentary by the trade.

Income

4. The only substantial source of income which today the Film Division has is that of rental paid by about 3,200 theatres in India under a legal scheme of compulsory exhibition of its approved films. These rentals are on asliding scale and are made relatable to the total weekly collection of the theatre concerned. They represent an average of 1·5% of the collections,although in respect of some theatres in the lower ranges and in marginal cases the rentals may represent upto 2% of the collections. The total income works out to about Rs. 31 lakhs per annum. This system of collecting rentals has become the main point of controversy between Government and the Film Industry. The Film Federation of India, has, of late carried on a a persistent campaign that the films should be supplied free in return for what they call "free time" for exhibition in the theatres. Challenges to the system are pending in the two High Courts and until an authoritative ruling is given by the Supreme Court its very continuance has become a matter of uncertainty.

Even if the legality of the scheme of collecting rentals under the system of compulsory exhibition is upheld, it will be almost impossible to raise the present scale of rentals. If at all, relief would have to be given to theatres with lower collections and the marginal maladjustments would have to be rectified, which would mean a further loss of income. There is no expectation of any rapid increase in the number of commercial theatres in the country. It is not possible for the existing theatres to show more than 52 films per annum on the basis of one film per week, whether it be a newsreel or documentary. The proposal of requiring theatres to show every week both a newsreel and a documentry that is, a total of 2,000 feet will meet with determined resistance, as it would in practice, mean doubling the rentals which are collected from the theatres. The Estimates Committee have themselves recommended that the number of copies of each newsreel at present printed should

be increased since such increase would be advantageous from both the distribution and publicity point of view as it would enable a large number of Cinema Houses to exhibit them over a wider area at a time and reduce the belated exhibition of old reels. On the basis of completing circulation of a newsreel within three months and on the assumption that each theatre shows both a newsreel and a documentary, the increased cost of the supply of newsreels would itself amount to Rs. 18 lakhs.

The increased cost in respect of the additional copies of documentaries necessary to go round all the theatres would amount to Rs. 5 lakhs. Distribution set up will also have to be strengthened and this will cost Rs. 3 lakhs including contingent expenditure on freight, packing boxes, etc It follows, therefore, that under the existing arrangements for commercial distribution of approved films, there will be a further heavy loss if the Estimates Committee's recommendations regarding newsreels etc. are implemented. There is prospect of a

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			small gain of about Rs. 4 to 5 lakhs only if the rentals can be doubled which, in the present circumstance appears to be extremely difficult, almost impossible.	
			5. The income from commercial distribution abroad has so far been quite negligible and for sometime to come will of necessity continue to be so. In the first place, interests of publicity abroad, especially in comparison with the practice of other countries, demand that such publicity should not be confined to only commercial exhibition whether in theatres or by television. That itself seriously affects the prospect of income from commercial sources, and there have been instances where in the interest of publicity we were compelled to sacrifice commercial revenue. Moreover, in many countries commercial exhibition is also a matter of State Organisation and it is almost impossible to realise revenue from such countries. In countries where a competitive commercial	

exhibition exists, we are confronted with two difficulties *viz.*, that the normal scheme of commercial distribution includes a documentary along with a feature film and it is impossible for our documentaries to be so included and secondly the Information Services of other countries supply their films free to theatres. There is prospect of some revenue by the exploitation of television system, but that too cannot be appreciable.

6. These are the only two real sources of income. Apparent income for the Films Division can be shown by book adjustment as between different Ministries. Here too, there is very little scope for increase. The Ministry of Information and Broadcasting makes collective provision in its budget for films on subjects connected with all the Ministries of the Government of India and no useful purpose will be served by distributing this provision over various Ministries but on the other hand complications will arise in the apportionment of income from each film. Besides, newsreels stand in a class by themselves. Under

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			the present system, debits can be raised against a Ministry for the copies of films it buys for its own use. The Committee have recommended in para 27 that the Ministries of Defence and Education should be charged the cost of films supplied to them. This cost would not exceed Rs. 15,000 per annum. On the other hand, it must be explained that the Ministry of Information and Broadcasting is itself interested as part of its arrangements for internal publicity to ensure that films are shown in schools through the organisation of Ministry of Education and to the Armed Forces through the organisations of the Ministry of Defence and it would not be correct to charge these Ministries for using them as agents for our publicity. Ministry of External Affiairs stands on a different footing since external publicity is not within the scope of the Ministry of Information and Broadcasting.	
			7. Sale of copies in the country to persons and bodies is the only other	

source of income. In the interests of publicity the price of copies sold to educational institutions and non-profit making bodies has been fixed without any margin of profit. There is some possibility of increase in revenue by sale of copies to other bodies and individuals, but this increase also cannot be very appreciable in the immediate future.

8. On the other hand, the demand for free exhibition of films by non-commercial organisations has been rapidly increasing and has to be satisfied in the interests of information and publicity. The entire production of films under the Five Year Plan Publicity has to be organised on a non-commercial basis and the amount under this head on exhibition will, therefore, register a net loss to that extent. The films produced for commercial exhibition have also to be made available to non-commercial organisations including mobile vans maintained by the States, Community Projects Administration and by this Ministry. The organisation in this behalf in the next Five Year Plan has been so arranged as to allow two mobile

vans for each district and correspondingly the number of free copies supplied to these vans will also increase. Recently, the decision had to be taken to supply copies to educational institutions and other non-commercial organisations free of rentals. Moreover, the Films Division has to make its own contribution to the production of films for children. It has been decided, as recommended by the Estimates Committee in para 33, to supply bimonthly children's film magazine and also cartoon films. It is impossible to expect any revenue in return for this supply.

9. In the result, therefore, not only is there very little prospect of increasing real income but there is almost a certainty of an appreciably progressive diminution of income for purposes of non-commerical exhibition. It is, however, possible to place a reasonably calculated value upon non-commercial exhibitions so as to get a comprehensive

idea on the side of income of the total value of services rendered by the Films Division.

Expenditure

10. The scope for reduction of expenditure can be analysed broadly as follows :

(i) *Economy in organisational cost of the Films Division* :—The scope of such economy has been constantly kept under review. In fact a standard of optimum production by the existing organisation is now insisted upon. Not only that but additional commitments of a very heavy character have been under taken each year without adding to the staff or otherwise expanding the organisation, as, for example, making films for purposes of record such as the Korea and Bandung films, Marshal Tito's film etc. and the recent experiment of the film of Prime Minister's European tour produced for commercial distribution and also of taking up assignments of other kinds of cultural films like the full length colour film of folk dance,a Coloured film on the International Dolls

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			Exhibition etc. It is submitted that there is now hardly any scope for further reduction in expenditure under this head. (ii) *Economy in the cost of production on films* :— The average cost of the films produced by the Films Division is Rs. 22 per foot which includes also the organisational cost. One-third of the films produced by the Films Division is now being assigned to private producers. To the extent that these producers can supply films at a cheaper cost there will be some reduction in expenditure, but it must be pointed out that the Committee have themselves recommended that better terms should be offered to private producers. The total saving in expenditure by this system would not, therefore, exceed a lakh of rupees on the basis of a saving of about Rs. 3 to 4 per foot in respect of 25 films. 11. On the other hand, there is greater likelihood of increased expenditure	

owing to the different types of production which the Films Division propose to undertake. The necessity of producing more colour films has become imperative particularly because certain subjects can be best presented only in colour. The rigid limit of 1,000 feet has proved impracticable in some cases and has to be expanded in the interest of proper treatment of certain subjects. Moreover, it has become necessary to produce one or two full-length films on certain topics such as film on folk dances, a film on 2,500 years of Buddhism etc. Cartoons will also entail more cost. In short, the expansion of the Films Divisions activities in new directions will certainly add to its expenditure.

Conclusion

12. On the whole, therefore, striking a balance between the anticipated income and expenditure it would seem impossible to achieve self-sufficiency for the Films Division. While in terms of the Cabinet's directive self-sufficiency will continue to be kept as a desirable aim and within the limitations described

above, efforts will be made to obtain income to the maximum possible extent, it may be emphasised that policies based on a view of publicity through films as a paying proposition would seriously affect the very purpose of publicity. We have no information that in any other country in the world is publicity through films organised on the basis that the income derived from distribution of the films will cover the expenditure. The National Film Board of Canada spends about 3 million dollars and gets an income of not more than a million dollars. The demand for films in the non-theatrical field is very great and if we do not meet that demand on realistic terms, the gap will be filled by the foreign Government Information Services who have not only a large stock of films but are prepared to offer films free and provide facilities of a projector, projectionist etc. The number of films in the current distribution lists of each foreign Government agency is between 500 to 1000 which is more than two to four times the number

		of films in our distribution list. For these reasons, it is proposed to review the entire question of self-sufficiency. (*Min. of I.& B. O.M. No. 20/24/54-F dated the 18th January*, 1956)	
7	21 The number of copies of each newsreel at present should be increased so as to enable a larger number of cinema houses to exhibit them over a wider area at a time and to reduce the belated exhibition of old reel's. The time lag between the occurrence of the event and the exhibition of the corresponding newsreel should be reduced.	*Increase in the number of Newsreels* There is no doubt that an increase in the number of prints of newsreels will be advantageous from both the distribution and publicity points of view. The target should be to finish the circulation of the newsreels in not more than three months. It is estimated that even on the present basis of showing the newsreels in 1600 out of 3200 cinemas, the increased number of prints of newsreels required to achieve this target is 178 against the present quota of 78 and the extra expenditure involved is Rs. 6.5 lakhs. The proposal for increase in the number of copies as indicated above will be taken up with the Ministry of Finance. (*Ministry of I. & B. O.M. No. 20/24/54-F. dt the 18th January*, 1956)	The Ministry have been requested to apprise the Committee of further developments.

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9	23	Considerable importance is now given to subjects of archaeological interest or themes depicting India's ancient glory. While selecting subject for documentaries due consideration should be given to achievements in the fields of art and industry.	*Selection of subjects for documentaries and newsreels—* *S. Nos.* 9-10 : In regard to the impression of the Committee that considerable importance is being given to subjects of archaeological interest or themes depicting India's glory and sufficient attention is not being paid to the country's progress in the fields of art and industry, it may be mentioned that the number of films produced so far in the first category is 11 whereas the number in the second is 23. (*A catalogue of the Films produced by the Films Division is appended) The importance of films showing the country's progress in the fields of art and industry is always borne in mind and particularly in the integrated Publicity Programme, the main emphasis in on economic development.	The Committee feel that each documentary should contain different *locales* and not merely one regional *locale* so that it might receive attention in all regions.
10	24	Greater attention should be given to the selection of topics for newsreels than is at present being done so as to ensure that topics of popular appeal are not overlooked. Attempts should be made to popularise the culture, literature and art etc. peculiar to a region of India in other parts of the country and emphasis should be laid on items which tend to consolidate and promote		The Committee would like to be informed of the details relating to the machinery which is proposed to be set up in Delhi for co-ordinating the anticipated fall of news in different parts of the country and also of the principles laid down for selection of news item for coverage. The Committee would also like to stress on the desirability of planned production of newsreels and documentaries with special accent on the efforts of the country in the direction of fulfilment of the Five Year Plans.

national unity and culture Among matters which should find a place in newsreels, the following should be some of the items :

(i) Social, cultural and literary gatherings, *mushairas*, melas etc.,

(ii) celebration of birth-days of great religious saints, heroes etc. with a view to emphasising religious tolerance and bring about amity and tolerance between different religious faiths in the country existing side by side, and

(iii) removal of untouchability and other social disabilities and uplift of villagers and backward classes.

2. The Subjects suggested by the Committee have been kept in view in the coverage for the newsreels. For instance, the percentage of items which related to social and cultural matters for the period from January to June 1955 was 27 as against 26.6 for political items. The main emphasis in the production of the Films Division has been towards promotion of national unity and culture. Documentaries included in the programmes are selected from this point of view and in the newsreels also the national outlook is kept in view. It may, however, be mentioned that the Governments of Madras and West Bengal have been pressing for films with only their regional *locales* and have maintained that people in these regions do not like to see the films with *locales* of the other parts of India.

To facilitate the selection of popular subjects for newsreels, there should be Regional Advisory Com-

3. The establishment of Regional Advisory Committees may not be practicable, since news has to be covered at short notice and the time

*Not Printed

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mittees in important centres like Calcutta, Bombay, Madras, Delhi, Nagpur etc. and also in places where there are agencies of the Films Division. These Committees should be compact and consist of one representative each of the Press and the Film producers, a Publicity Officer of the State and one or two important persons drawn from the public. The news items should not be merely of local importance but all India importance, though produced locally. The advice of these Regional Advisory Committees may be sought in regard to the newsreels and documentaries, provided that it should always be open to the Films Division to take final decisions.

at the disposal before coverage as well as release is so short that consultations with an advisory body will result in delay in the release of items and consequent loss of news value. Directors of Information have been requested to send a list of forthcoming items in their states to the Films Division. It is proposed to set up in Delhi a suitable machinary for co-ordinating the anticipated fall of news in different parts of the country and to make a judicious selection for inclusion in the newsreels. Each newsreel is submitted to the Film Advisory Board mentioned above and the Board gives suggestions from time to time regarding the composition, contents and coverage of the newsreels. It is considered that from the point of view of practical working, the system at present in force should be continued.

(*Ministry of I. & B. O.M. No. 20/24/54-F, dated the 18th January,* 1956.)

11	26	In the matter of production of documentaries, the co-operation of the State Government should be sought on an extensive scale. The States should also be persuaded to share the cost with the Central Government and this will enable the Films Division to reduce its over-all expenditure on the production of ducumentaries. Wherever there are agencies in the States for producing newsreels or documentaries the Films Division may try and utilise their services and work as far as possible, in accordination with them.	*Co-ordination with the State Governments in the production of documentaries*: As suggested by the Committee, States were approached with concrete proposals and as a result thereof, agreement has been reached on six subjects in regard to which State Governments will share the expenditure for the films to be produced during current year. In the production of films, the possibility of utilising the State Government's film units has been kept in view. One of the films assigned towards the end of the last year was entrusted to the film unit of Government of Bombay. No other State Government has a regular film unit of their own. (*Ministry of I. & B. O.M. No. 20/24/54-F, dated the 18th Jan.*, 1956)	The Ministry have been requested to indicate the extent of the expenditure which will be shared by the State Governments as a result of the agreement reached.
12	27	The Ministry of Information and Broadcasting should henceforth charge the Ministries of External Affairs, Defence and Education the cost of the films supplied to them. The	*Realisation of cost of Films Supplied to the Ministries*: The position has been explained in paragraph 6 of the reply against S.No. 1. The question whether any departure from the principle enun-	The results of the consderation of this matter in the case of the Ministry of Defence have been asked for.

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		basis of this cost may be worked out in consultation with the Ministry of Finance.	ciated therein necessary in the case of the Ministry of Defence, is however being considered further. (*Ministry of I. & B. O.M. No. 20/24/54 F, dated the 18th January, 1956.*)	
15	30	The question of shifting the office of the Films Division to a cheaper building in the suburbs of Bombay may be explored.	*Location of the Headquarters Office* The question of constructing permanent accommodation for the Films Division as well as for the processing Laboratory, Films Institute etc., which will be established during the Second Plan period is under consideration. This will be done as cheaply as possible, consistent with the requirements of the work of these organisations. (*Ministry of I. & B. O.M. No. 20/24/54-F, dated the 18th January, 1956*).	The Ministry have been asked whether they have explored the feasibility of moving to a cheaper building till such time as the new accommodation is constructed.
17	32	There has been considerable delay in taking action, against the officer responsible for the loss of about Rs.	*Loss in the Films Division*: Arrangements have been made for the physical verification of the stocks	The Ministry have been requested to intimate what action has been taken by the parent Department against the Officer

		10,000 in the Films Division. The proceedings in this case should be expedited.	in the Films Division. In regard to the shortage of furniture noticed during the course of the earlier examinations, an enquiry has been held and the conclusion reached in regard to the penalty to be imposed on the officer is being communicated to his parent department to which he has since reverted. (*Ministry of I. & B. O.M. No. 20/24/54-F, dated the 18th January, 1956*).	concerned.
19	45	In the matter of publicity it is not proper to view the problems of Government as pertaining to a particular Ministry and to departmentalise them. It is essential that an unified outlook should always be maintained and every tendency to attach officers for publicity pruposes to Ministries exclusively should be discouraged. If such an outlook is maintained it should be possible for a number of posts of Information Officers to be retrenched.	*Press Information Bureau*— *Serial Nos.* 19, 20 & 31: An Information Officer is normally assigned to two or three Ministries along with their Attached and Subordinate Offices whose publicity he looks after. In certain cases where the volume of the day to day publicity work justifies a whole-time office it is only then, with the concurrence of the associate Finance that sanction for a whole-time Information Officer is issued. Such sanctions are reviewed year after year, since all additional posts of Information Officers are created only on a temporary basis. The maintenance	

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20	47	The number of Information and Assistant Information officers is somewhat excessive having regard to the quantum of work. The work of distribution of handouts can be done by a lesser number of staff in grades much lower than that of Information Officers. This matter should, therefore, be examined carefully by the Ministry and a detailed procedure laid down as to the specific functions of the Information and Assistant Information Officers. Such well paid officers should be effectively employed in keeping with the high salaries paid to them.	of a uniform policy in publicity and a uniform outlook is the criterion which has been accepted in the idea of a common 'Press' Information Bureau for all the Ministries of the Government of India. Subject to this over all policy, additional staff is sanctioned only in terms of the actual requirements of publicity of particular Departments or Ministries. As regards the distribution of officers, as between the grades of Information and Assistant Information Officer, this aspect is being considered in connection with the creation of an Information cadre which, as at present proposed, will consist of three or four grades. It is hoped that the creation of this cadre would reduce the large varieties of scales prevalent at present, increase efficiency and enable publicity activities of the Ministry to be carried out in a coordinated and uniform manner. (*Ministry of I. & B. O.M. No. 3/64/55--IP dated the 10th October, 1955.*).	

		Further information required by the Committee. The progress of implementation of the proposal to create an Information Cadre may be indicated. (*L.S.S.O.M.No.* 3 (2)-*EC. I*/56 *dated the* 20*th June*, 1956.)	The cadre proposals have been settled with UPSC and the Ministries of Home Affairs and Finance and the scheme is awaiting formal concurrence of the Ministry of Home Affairs before finalization. (*Ministry of I. & B. O. M. No.* 3/64/55-*I*(*A*) *dated the* 8*th October*, 1956).	The Committee feel that the possibility of retrenchment of some of the posts of Information Officers and Assistant Information Officers should be further examined. The O. & M. Division may be asked to examine this question with special reference to the remarks of the Estimates Committee.
26	58	Examination of the reports and comments through clippings etc. should be extended to Indian language newspapers also.	In addition to clippings taken from newspapers in English clippings in Hindi are being supplied to the Prime Minister's Secretariat and the President's Secretariat. This service will be extended (although involving additional staff and expenditure on additional copies of Hindi newspapers) whenever Ministries express a desire to read the extracts from Hindi newspapers in original. In the case of clippings in other Indian languages the question is whether a sufficient number of recipients of the clippings will be able to follow the comments in the original language. It would appear, however, that translation into English would be the	The Committee recommend that newspapers and magazines in all the Indian languages specified in Schedule VIII of the Constitution should be examined and relevant information brought to the notice of the Ministries and Departments of the Government.

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			more convenient form of bringing comments appearing in a number of languages to the notice of as large a number of official recipients as possible. (*Ministry of I. & B. O. No.M.3/64/55-IP dated the 10th October*, 1955).	
31	64	A certain number of posts of Information Officers be reserved for being filled by promotion of Assistant Information Officers. A cadre of Information Service should be formed laying down definite rules for recruitment, promotion etc. Such a cadre should be interlinked with the cadres of other Officers in the Ministry so as to give an opportunity to all the officers to work in the various Divisions. This would add to the efficiency of the Ministry as a whole as the varions activities of	Please *see* Nos. 19-20.	Please *see* Nos. 19-20.

		the Ministry could be carried out in a coordinated and uniform manner.	
			PUBLICATIONS DIVISION.
34	79	The annual loss of the order of Rs. 35,000 and Rs. 37,000 on the "Ajkal" (Hindi) and "Ajkal" (Urdu) respectively is not justified. These publications do not cater to external publicity. As for internal publicity, the local dailies and other local magazines are carrying on sufficient propaganda already and Government are free to watch every one of these publications and issue their own notifications, press communiques, etc. to correct mischievous propoganda that might be carried on by them.	S. Nos. 34 & 35: Ajkal (Hindi) is intended primarily for the spread of culture and Information through Hindi, which is the national language and, with that end in view, the contents of the journal have recently been re-organised under the guidance of a representative Editorial Board. Akjal (Urdu) is intended for Urdu speaking people in this country and abroad. The functions performed and the purpose served by each of these two journals are thus distinct. Each is intended for a different class of readers. It is not, therefore, possible to assimilate them entirely in respect of subject matter. However, the possibility of using common material to some extent is being explored, keeping in view the difficulties experienced in maintaining excellence in translation. It would not be feasible to have a common editorial staff as, in practice, it is impossible to secure the services of persons who
35	80	The journals "Ajkal" Hindi and "Ajkal" (Urdu) are not serving any useful purpose and the loss incurred on them is enormous. These publications should be closed down.	

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		If, however, Government feel that the journals should be continued, then they should be made self-supporting by having a common editorial staff, consisting of persons knowing both Hindi and Urdu and having the same subject matter in both the Hindi and Urdu versions.	are equally proficient in both languages. Every effort is being made to stimulate the sales of these journals by making them more attractive and useful and also to increase the advertisement revenue in this behalf. (*Ministry of I.& B.O. M. No.* 12/1/55-*Pub., dated the* 12*th Sept.* 1955).	
		Further information required by the Committee. *The Ministry may be asked to furnish a note on the number of copies of the "Ajkal" (Urdu) sold within the country and the number sold outside. The latest figures regarding the No. of copies printed, no. supplied to agents. no. supplied to regular subscribers total cost of printing paper etc. and the net profit or loss separately in respect of the*	The number of copies of "Ajkal"(Urdu) (March 1956 issue) sold witin the country is 3319 which includes 581 copies supplied to the Ministry of External Affairs for distribution abroad. The number of copies sold outside is 109 copies which comprises of 40 copies supplied to subscribers in foreign countries and 69 sold through trade abroad. The figures regarding the number of copies printed,supplied to agents, and supplied to regular subscribers in respect of March, 1956 issues of "Aj-	Please *see* para 3 (Chapter I)

Hindi and Urdu editions of Ajkal may be furnished.

(*L. S. S. O. M. No.* 3-*EC.* 1/55, *dated the* 7*th December*, 1955).

kal" (Urdu) and (Hindi) are given below :—

	No. of copies printed	No. of copies supplied			
		to Subscribers	to Agents.	to E.A. Min.	Free
Ajkal (Urdu)	4750	922	1925	581	1082
Ajkal (Hindi)	8750	3564	2600	837	1749

The financial position of the above journals on the basis of 9 issues brought out from April 1955 to Dec. 1955 is as under :—

	Ajkal (Urdu)	Ajkal (Hindi)
(i) Average No. of copies printed . .	4112	7829

	Ajkal (Urdu)	Ajkal (Hindi)
	Rs.	Rs.
(ii) Average cost of production .	5,615	7,332
(iii) Average Revenue from sale	1,640	3,192
from advertisement	205	637
(iv) Average value of free supplies . .	374	615
Total .	2,219	4,444
(v) Average loss per issue .	3,396	2,888
Annual loss .	40,752	34,656

(*Ministry of I. & B. O. M. No.* 12/1/55-*Pub., dated the 2nd July,* 1956.)

39	86	There is no need for payments to Government servants for their contributions to the journals published by the Publications Division. It should be considered as a part of the normal duty of a Government servant to contribute articles covering the subject matter dealt with by his Department.	The whole question of remuneration to Government servants for their contributions under the various media units of the Ministry is being examined in the light of the Committee's recommendations and uniform instructions will be soon issued. (*Ministry of I.&B. O.M. No.* 12/1/55-*Pub., dated the* 12*th September*, 1955). The matter is being considered along with a similar problem which has arisen in the All India Radio. (*Ministry of I. & B. O. M. No.* 12/1/55-*Pub., dated the* 2*nd July*, 1956). The position remains the same as intimated in this Ministry's Office Memorandum of even number dated the 2nd July, 1956. *Ministry of I. & B. O. M. No.* 12/1/55-*Pub., dated the* 25*th January*, 1957).	The Committee recommend early action.
45	97	The question of transferring the entire work of distribution and sale of the publications of the Division to the Central Publications Branch	It is submitted that the suggestion of transferring the entire work of distribution and sales of Publications Division to the Central Publications Branch under the Ministry of Works,	'The Committee are of the opinion that the Manager of Publications, who handles considerable work of a similar nature, is better fitted to handle the sales work even of

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		under the Ministry of Works, Housing and Supply, should be considered. Besides avoiding duplication of efforts, there would thus be a considerable reduction of expenditure on account of staff. The posts of Business Manager, Assistant Business Manager and two Assistants-in-Charge at least should be retrenched. (Minus : 1 Business Manager 1 Asstt. Business Manager and 2 Assistants-in-Charge.) The Manager of Publications should take all possible and necessary steps to push up the sales, by directly selling the publications in the stalls or by appointing agents at all places where there is a likelihood of these publications being sold.	Housing & Supply is not practicable. The Central Publications Branch handles official reports, blue books, Acts of Parliament, Reports of Committees, Gazettes etc. which enjoy the benefit of monopolistic publications and for which there is a ready and assured market. The Central Publications Branch is not organised for the purpose of commercial sales in the true sense. The Publications Division handles books, pamphlets and magazines of general interest and educative value which have to be sold on a competitive commercial basis. In other words, the distribution of work is of the same character as that of any reputable general publishing house. The organisation of the Distribution Section in the Publications Division is planned on those lines and with the expansion of the Division's activities as reflected in the sales of the last two years, it would not be possible to effect any reduction of staff. (*Ministry of I.&B. O. M. No.* 12/1/55-*Pub., dated* 12*th Sept.* 1955).	the Publications Division of the Ministry of Information and Broadcasting. At least as an experimental measure, some of the work should be transferred to the Manager of Publications in consultation with the Ministry of Works, Housing & Supply and the results of the experiment watched.'

48	101	The cost of production of the various journals should be worked out and correlated with the sale price.	48-50. A preliminary survey of commercial accounting was made by Shri S. A. Aiyer, Chief Cost Accounts Officer, Ministry of Finance, Government of India. The results of that survey will be examined and proposals will be finalised with the help of Shri P. V. R. Rao, Officer on Special Duty (Deputy Secretary) in the Information and Broadcasting Ministry whose duties have now been extended to the Publications Division also. (*Ministry of I. &B. O. M. No.* 12/1/55 *Pub., dated* 12*th Sept.*, 1955.)	
49	102	The Accounting methods adopted by the Publications Division do not help to arrive at the actual receipts from the sale of each issue of a journal. Commercial accounting principles are not observed.		
50	104	Strict costing should be made of the production of the various publications and commercial accounting principles should be adopted in the accounting of the Division.	The recommendations of Shri P. V. R. Rao are not in favour of any detailed system of cost accounts. The point is being examined in the light of his recommendations. (*Ministry of I.&B. O. M. No.* 12/1/55-*Pub., dated* 2*nd July*, 1956). Detailed discussions on the points are expected to take place in a meeting shortly. (*Min. of I. & B. O. M. No.* 12/1/55, *dt.* 25*th Jan.*, 1957).	The Committee desire that early action be taken.

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53	107	The various cadres of officers in the various organisations under the Ministry of Information and Broadcasting should be integrated and officers should be periodically transferred from one post to another. This will result in a more thorough understanding of the problems of the Ministry as a whole by all the Officers.	The formation of a Cadre for Journalist posts in Information and Broadcasting Ministry, in which officers of the Publications Division other than those on the business side, will be integrated, has already been undertaken. Proposals have been formulated and will soon be finalised. Steps are also being taken to form other Cadres (Art, Photography etc.) of officers under the Ministry who are engaged in similar work. (*Ministry of I.&B. O. M. No.* 12/1/55-*Pub., dt.* 12*th September*, 1955). This matter is in its final stages and it is expected that final action will be taken during the next few months. (*Ministry of I.&B. O.M. No.* 12/1/55-*Pub., dt. the* 2*nd July*, 1956). The draft scheme for the News and Information cadre is expected to be finalised shortly. (*Ministry of I.&B. O.M. No.* 12/1/55-*Pub., dated the* 25*th January*, 1957).	The Committee recommend early action.

54	108	The Government may examine whether the two posts of Director and Deputy Director may not be combined into one post with a pay scale of Rs. 1000—1300.	The Director of the Publications Division, and not the Deputy Director, is in charge of the planning and supervision of the publications in the Division, nor is the Director's principal function that of mere advice to the Ministry. The Director is in over-all charge of the Division's work—editorial, administrative, production and distribution. He has to discharge practically the same functions which the head of a publishing house is expected to do with the assistance of two Deputies, one for the Editorial and the other for the Production and the Distribution sides. With the expansion of the Division's work on the Five Year Plan and the Tourist sides, and with the implementation of the Committee's recommendation making the Publications Division a publishing house for the entire Government of India, it is impossible to effect any retrenchment of personnel. On the other hand, the personnel will have to be considerably strengthened and officers will have to carry greater responsibilities. In practice, therefore it will not be feasible to attract the right type of person for the Director's post on a salary of Rs. 1000—	The Committee feel that the matter should be examined by the O. & M Division in regard to the quantum of work.

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			1300. The post will be integrated in the Cadre for Journalists—posts in Information and Broadcasting Ministry and as far as possible a uniform salary for all Heads of units in that Cadre will be prescribed. (*Ministry of I. & B. O. M. No.* 12/1/55-*Pub., dated the* 12*th September*, 1955).	
55	109	The total editorial staff should be reduced to 4 Editors and 5 Assistant Editors and the work relating to the Journals and pamphlets should be distributed among them. The corresponding retrenchment in clerical and subordinate staff will also have to be effected. (Minus : 3 Editors and 7 Assistant Editors).	With a view to deciding whether reduction of the editorial staff is feasible, the staff has now been required to maintain a daily diary which will be consolidated and examined by the director at the end of the month. This examination will be further verified by the Officer on Special Duty (Deputy Secretary) in the Information and Broadcasting Ministry. The scope for reduction will depend upon the results of this examination. (*Ministry of I. & B. O.M. No.* 12/1/55-*Pub., dated the* 12*th September*, 1955).	
			The Report of Shri P.V.R. Rao on the working of the Publications Division	

has been received but he has not yet given his final views on this question pending further detailed examination. (*Ministry of I.&B. O.M. No.* 12/1/55-*Pub., dated the 2nd July.*, 1956).	
The question of fixation of the strength of editorial and other staff is expected to be considered shortly at a meeting. (*Ministry of I. & B. O.M. No.* 12-1-55-*Pub., dated the 25th January*, 1957).	The Committee recommend early action.

NEW DELHI;
The 28th March, 1957.

BALVANTRAY G. MEHTA,
Chairman,
Estimates Committee.

APPENDIX I

(*Vide* S. No. 36, Chapter III)

Note from Editor, March of India regarding paras 84 and 85 of the Eleventh Report

We have constantly endeavoured to improve the quality of articles as well as presentation thereof in the MARCH OF INDIA. We claim that we have covered almost every conceivable subject in the MARCH OF INDIA or have touched it in some way or the other. We have always tried to explore fresh avenues and give as wide a coverage as possible to our national achievements. These objectives are kept in view while selecting publicity material and there has been no overlapping of a subject in any of our issues. We would like to point out that no less than 50 articles have appeared on each of the following subjects from writers of eminence:

Art, Sculpture, Archaelogy, Painting; Social, Economic and Cultural subjects, Public Men of India and achievements of the Republic of India in various spheres.

Besides dealing with States individually, we have also tried to cover India in groups of States in special issues like (1) South India Issue (May-June, 1953), (2) Adivasi Issue (November-December, 1953), (3) North India Issue (March-April, 1954), (4) Western India Issue (July-August, 1954), (5). Eastern India Issue (January, 1955).

Sometime back, we devoted a full issue to the Indian trees and another to the mountains of India. We have recently concluded a series entitled 'Rivers of India'. We carried on a series entitled 'Modern Indian Painters' with one article in each issue for a period of over five years.

We have also covered about five or six national laboratories under our current series on the research done in our various national laboratories.

'Our Diplomats' series was discontinued after running it for over three years. We have covered almost all industries, handicrafts places of tourist and historical interest in the *March of India.*

We are going to start a series of articles on the literature of the regional languages o India.

While presenting material, we endeavour to put in the forefront the most important as well as the most authentic articles on our nation's march towards prosperity and a happier tomorrow. Then follow articles of topical interest and then our series, if any.

We spare no efforts in projecting India to the best advantage.

In the end, it may be stated that we have brought down the cost by paying to Government servants only half of the actual honorarium payable to our contributors and including articles written by the staff of this Division.

Sd/- (S. MAN MOHAN)
EDITOR, *The March of India.*

APPENDIX II

(*Vide* S. No. 56, Chapter III)

National Library, Calcutta

Staff Sanctioned category-wise as on the 1st April, 1954 and the 1st April, 195

Category of Staff	Designation of posts	Scale of Pay	As on the 1st April, 1954	As on the 1st April, 1955
C. S. Class I	Librarian.	(Rs. 800-40-1000-50-1250).	1	1
C. S. Class II	Deputy Librarian. . . .	Rs. 275-25-500-30-800.	1	1
Do.	Reference Officer. . . .	Rs. 275-25-500-30-650.	1	1
Do.	Superintendent, Reading Rooms.	Rs. 250-10-300-15-450.	1	1
C. S. Class III (Non-Gazetted).				
Do.	Superintendent (Office)	Rs. 250-15-4[illegible]	1	1
Do.	Senior Technical Asstt.	Rs. 250-10-300-15-450.	1	1
Do.	Superintendents.	Rs. 250-10-300-15-450.	4	4
C. S. Class III.	Technical Assistants. . .	Rs. 160-10-330.	10	10
Do.	Junior Technical Asstts. . .	Rs. 100-8-140-10-250.	16	16
Do.	Junior Reference Asstts.	Rs. 45-2-55-3-85-E.B.-4-105.	15	15
Do.	Assistants.	Rs. 80-5-120-EB.-8-200-10/2-220.	7	7
Do.	Stenographers. . . .	Rs. 80-5-120-EB-8-200-10/2-220.	1	1

1	2	3	4	5
C.S. Class III.	Accountant.	Rs. 80-5-120-EB-8-200-10/2-220.	1	1
Do.	Cashier.	Rs. 55-3-85-EB-4-125-5-130.	1	1
Do.	Typists.	Rs. 55-3-85-EB-4-125-5-130.	8	8
Do.	Clerks.	Rs. 55-3-85-EB-4-125-5-130.	14	14
Do.	Telephone Operator. . .	Rs. 55-3-85-EB-4-125-5-130.	..	1
C.S. Class IV.	Sorters.	Rs. 40-1-50-2-60.	22	22
Do.	Labeller.	Rs. 35-1-50.	3	3
Do.	Daftries.	Rs. 35-1-50.	2	2
Do.	Jamadar.	Rs. 35-1-50.	1	1
Do.	Peons.	Rs. 30-½-35.	5	5
Do.	Durwan.	Rs. 30-½-35.	1	1
Do.	Farash.	Rs. 30-½-35.	1	1
Do.	Orderlies.	Rs. 30-½-35.	2	2
Do.	Head Guard.	Rs. 35-1-50.	1	1
Do.	Guards.	Rs. 30-½-35.	9	9
Do.	Head Chowkidar. . . .	Rs. 35-1-50.	1	1
Do.	Chowkidars.	Rs. 30-½-35.	9	9
Do.	Dusting Bearers	Rs. 30-½-35.	28	28
Do.	Sweepers.	Rs. 30-½-35.	7	7
		GRAND TOTAL.	175	176

APPENDIX III

(*Vide* S. No. 56, Chapter III)

Extracts from the Report of Shri P. V. R. Rao, Officer on Special Duty on the Working of the Publications Division.

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105. The Estimates Committee in para 110 of their Eleventh report observed that the Library Assistant-In-Charge does not have any set duties to perform except that of supervising the work of Library Assistant and hence the former can undertake the duties of the latter and the post of Library Assistant can be abolished without impairing the efficient working of the Library. These observations have been carefully examined by me with reference to the actual position.

It is noticed that (in actual practice) the Library Assistant (Incharge performs the following duties:—

(i) *As Library Assistant-in-Charge.*

(*a*) General administration of Library affairs, including organisation, development display etc.

(*b*) Scrutiny of the daily dak and distribution work.

(*c*) Checking of bills for purchase of books, newspapers and periodicals and making requisite entries in the Bills Register; and

(*d*) Disposal of correspondence.

(ii) *As Library Assistant.*

(*a*) Assisting the Director Publications Division in the selection of books for the Library by going through book reviews in newspapers, Periodicals, catalogues, trade lists, suggestions made by the members of staff etc.

(*b*) Classsifying the books received in accordance with the Deway Decimal system of classification;

(*c*) Revising the catalogue cards according to author, title, shelf list and subject;

(*d*) Collecting the copies of reviews of the Director Publications Division's publications and circulating them among the officers concerned;

(*e*) Preparing the classified quarterly list of the new books added to the Library and circulating it to the members of staff;

(*f*) Collecting important articles from periodicals received in the Library and maintaining a card index of the same for future reference; and

(*g*) Supply articles and books on various subjects as and when required by members of the editorial staff.

106. *The Library Assistant* is entrusted with the following items of work:

(*a*) Correspondence with book sellers and acquisition of books;

(*b*) Registration of the books in the Accession Register;

(*c*) Preparation of books for inclusion in the shelves which involve the following operations—

(*i*) Entry of accession number and call number in the book plate the body of the book etc.,

(*ii*) Preparation of a book card for each book in order to keep track of its movement; and

(*iii*) Preparation of catalogue cards of the books with an average of atleast four cards for each as per Angle-American Code for Author and title entries and Sayer's list for subject headings;

(*d*) Filling up of catalogues cards in the Cabinet;

(*e*) Requisitioning of books from other Libraries and watching the return thereof;

(*f*) Preparation of select bibliographies;

(*g*) Issue and receipt of books ;

(*h*) Maintenance of files for books discarded or withdrawn, disposal of waste paper, discarded material, etc.; and

(*i*) Correspondence in respect of Library requisites, budget, stock verification, audit reports, etc.

107. The above position indicates the Library Assistant-in-Charge has got some distinct duties to perform in addition to his supervisory functions. In this connection I have been told that the original staff of the Library consisted of one Officer-in-Charge Library also whose duties are now being performed by the Library Assistant-in-Charge.

108. The Library is well maintained. I feel that the present level of efficiency may suffer if the existing strength of the Library staff is reduced.

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